



**हस्तशिल्प निर्यात संवर्धन परिषद्**  
**Export Promotion Council for Handicrafts**

**CIN: U20299DL1986NPL023253**

Short Term Quotations are invited for „Engagement of Agency for providing a Virtual Experience Platform with integrated eCommerce Engine for National Toy Fair 2021 (end of February 2021). The last date of submission of proposal is 23<sup>rd</sup> December, 2020 (Wednesday) upto 3:00 PM. Interested agencies may download the scope of work and details from EPCH website [www.epch.in](http://www.epch.in) **Director**

**Regd. Office: EPCH House, Plot No. 1, Pocket 6 & 7, Sector - C, LSC, Vasant Kunj,  
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## **National Toy Fair 2021 (Virtual)**

**SHORT TERM**

**REQUEST FOR QUOTATION FOR**

**For “Engagement of Agency for providing a Virtual Experience Platform with integrated eCommerce Engine for National Toy Fair 2021 (Virtual)”**

**(This RFQ document contains 17 pages)**

**Dated: 16/12/2020**

### IMPORTANT DATES

Data Sheet:

1.	Issue of RFQ	16 December, 2020 (10:00 AM)
2.	Pre Bid Meeting	19 December, 2020 (11:00 AM) Venue : EPCH House, Pocket 6 and 7, LSC, Sector- C, Vasant Kunj, New Delhi - 110070
3.	Last date & time for submission of RFQ	23 December, 2020 (03:00 PM)
4.	Date & Time of opening of Technical Bids	23 December, 2020 (03:30 PM)
5.	Date & Time of Opening of Financial Bid of technically qualified bidders	Shall be decided later and to be intimate to the successful technical bidder.

**SHORT TERM REQUEST FOR  
QUOTATION FOR**

**“Engagement of Agency for providing a Virtual Experience Platform with  
Integration of eCommerce Platform (Engine) for National Toy Fair 2021 (Virtual)  
to be held at End of February, 2021”**

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The Virtual Fair is expected to have around 1400 Exhibitors (virtual stalls) and around 3 Crore attendees and buyers visiting this virtual fair. It will also have a 24\*7 Helpdesk for Exhibitors, Buyers and other visitors.

Export Promotion Council for Handicrafts (EPCH) invites Quotation for Engagement of an Agency for providing a Virtual Experience Platform with integration of eCommerce Platform (Engine) for National Toy Fair 2021 (Virtual).

Quotations are invited from established agencies/firms who have successfully undertaken the similar scale projects of conducting successful International Virtual Fairs & Exhibitions on Virtual Experience Platform for reputed organisations/ Association/ State or Central Ministry / State or Central Department for at least two virtual fairs of minimum participations of 500 and above exhibitors each.

The offer of tender for engagement of agency for Virtual Experience Platform with integrated eCommerce Engine for National Toy Fair 2021 (Virtual) will be valid for 90 days after opening of Technical Bid & providing related services up to 30 days after successful completion of the event.

EPCH reserves the rights to amend the dates mentioned in the Data Sheet.

## ABOUT NATIONAL TOY FAIR 2021 (VIRTUAL)

### Objective:

To promote National Toy Fair as most preferred marketing platform for toys in the country as well as abroad.

The organized toy industry in India is estimated to be Rs.3500-4000 Crores. Homegrown toys constitute just 15% while 85% are imported toys. India is a big domestic market of Toys as India is home to 25% of the world's children aged between 0 to 12 years, according to the World Bank's 2019 data. The domestic demand is expected to grow at a CAGR of 15%-20% between 2020 to 2025 against the global average of 5%. Currently China is the world capital of toys manufacturing and accounts for 90% of the toys imported in India. Hon'ble Prime Minister, Sh. Narendra Modi, has mentioned toy manufacturing as the major area where India has the potential of becoming a global sourcing hub. The message of Hon'ble Prime Minister is in line with the theme of "Atmanirbhar Bharat" and "Get vocal for local" campaigns, launched by the Government to promote indigenous industries.

Ministry of Textiles, Govt. of India is planning to promote the Indian Toy Industry by organizing the "1<sup>st</sup> National Toy Fair Virtual 2021". The Fair shall be B2B/B2C event on Virtual/ Digital format due to the restrictions resulting from the ongoing Covid-19 pandemic.

The **product categories** to be displayed in the fair include Traditional Toys, Dolls, Katputli, Baby & Infant, Toys and Articles, Stuffed Toys, Wooden Toys, Toys made from Natural material, Technical Toys/ Educational Toys, Electronic Toy and RC Toys (Remote Controlled), Toy Model of Railways & Model Construction, Sports, Leisure, Outdoor, Games, Books, for Learning – Story Books, STEM Toys, Educational Aids, Musical Instruments, Collectibles (e.g. Cards), Puzzles & Board Games, Geographical Indication(GI) toys, Special toys for differently abled, Storytelling Toys, Gaming, Recyclable Toys/ Sustainable / Environmentally friendly, Playground/outdoor toys, Toys for all ages, Innovative Toys, Toy Bank and many more.

The **exhibitors** of the fair are from Toy Clusters, Manufacturers (Indian Brands), Exporters, Fair Trade Organizations, Self Help Groups (SHGs), Associations/ Promotional Organizations such as EPCs/Boards/State Corporations/ Chambers, Doll Museums / Toy Stores, Design Centres, Start Ups, Craftspersons (Special Awardees) and Partner States etc.

The **buyers to be invited to** the fair include Overseas and domestic Large Toy Manufacturers, Departmental Stores/Chains, Modern Retail Channels, Book Stores, Toy Stores, Retail Association of India, Online Retailers, State Handicraft Corporations, Parents, Schools Students /Kinder Garden/ Aganwadi, School Associations of India, educational institutions, Corporates, Civic Bodies, Central /State /UT Government, GEM and Procurement agency, Embassies, UNICEF/ADB/ITC/ Other international Organizations, etc.

The **activities** to be held during the fair include Webinars/Symposiums/Panel Discussions, Virtual visit to Cluster, Crafts Demonstration (e.g. Channapatna Toys and Kathputli making), product launch, signing of joint ventures and MoUs, Virtual visit to Shankar Doll Museum, Virtual visit to Manufacturing units, and many more.

## Scope of Work

### **PART A (VIRTUAL FAIR & EXHIBITION MODULE)**

The scope of the **Virtual Experience Platform and Integration of eCommerce Platform (Engine) (Preferably Indian Developer)** is to provide the platform for the duration of event National Toys Fair 2021 i.e. 4 days during the event & with 30 days pre event (For preparation/ uploading of videos/profile/products etc.) & 15 days post Event for accessing videos of conferences/seminars and downloading of reports etc.

#### **General requirements of Virtual fair & exhibitions**

- 1) Set-up of the virtual event of National Toys Fair 2021 on the platform.
- 2) Creation of a website within 10 days from the award of the contract. The website should be able to host features such as exhibitor registration, information about the fair, uploading of logos, videos etc.
- 3) To build Virtual stands of upto 1400 exhibitors which will be available 24\*7 & updated on a regular basis.
- 4) Total number of expected attendees over live days of the fair is around 3 crore. The platform should be able to support this number of total visitors with necessary provisions for adequate concurrent users.
- 5) Exhibitor Booths shall be designed in such a way that it shall be easy-to-use & to update the information of products.
- 6) Publishing Multimedia items for exhibitors such as high definition photos (Zoom in zoom out option shall be available) & audio/video recordings.
- 7) Online Audio & Chat/Video Interaction between Exhibitor's & both domestic and overseas Buyers.
- 8) Exhibitor booths shall place all across the designated virtual exhibition landscape. Visitors shall easily navigate through their options and ensure a near-physical exhibition experience through virtual rooms creatives.
- 9) Virtual Walkthrough of exhibition which includes navigation.
- 10) Virtual Exhibition shall integrate with the Website of Fair.
- 11) Virtual Exhibition shall integrate with the E-commerce portal.
- 12) A specific online gaming centre that supports over 100 different types of high-definition online multiplayer games available 24\*7.
- 13) Management of users and their access rights basis their needs and expectations from the fair. The footfall on the platform is mainly expected from parents/ caretakers, educational institutions, MSME buyers, international VCs/ Finance institutions, etc.
- 14) User Experience:
  - a. Provision for hosting content (including graphics) in 2D and 3D formats that is accessible even with low network bandwidth.
  - b. Provision for embedding animated logo(s)/ graphics.
  - c. Interfaces with the social media like Instagram, Twitter and Facebook, to pull the posts/ tweets/ etc. posted on them using the uniform hashtag for the Fair. These bytes shall be hosted on the platform as dynamic content.
  - d. Live counter showing number of users across 4-5 categories (such as exhibitors, gamers, students, parents, etc.) present on the platform at any given time during the Fair.

## **Specification of Tasks Required to Be Carried out In Virtual Fair & Exhibition Module with integrated eCommerce Engine**

The Agency's main task shall be to provide a customizable pre-build platform for virtual fair & Exhibition of National Toys Fair 2021 along and integration of eCommerce Platform (Engine).

- 1) The platform shall be based on appropriate technical platform which should provide a wide range of features to attract and engage national and international buyers & related audiences. The virtual event platform should include the following.
  - Reception/Lobby
  - Auditorium/Theatre for hosting of inaugural function & other speakers' event.
  - Exhibition Hall & Virtual Booths
  - Display of Products on Booths
  - Networking Lounge
  - Resource Centre/ Info Centre
  - Video walls
  - Help desk
  - Custom branding with High-impact background designs
  - Connectivity with eCommerce engine
  - Online gaming centre
- 2) Include mix of exhibition space, with a look and feel to match the virtual event/fair program including Design templates, façade, pavilions etc. shall be part of the scope of the agency.
- 3) The agency shall design, run, maintain and provide necessary technical support services for the project. Dedicated team to work on content management in terms of uploading and updating information throughout.
- 4) Virtual platform shall have features to keep all the attendees informed about the sessions by means of on-event announcements
- 5) Virtual Platform shall enable potential buyers to learn about products & services via high definition Product Images & Videos with Product Brochures of exhibitors.
- 6) The agency shall also provide the training to all exhibitors via various tutorials/ webinars/ video conferencing for setting-up of their virtual Booths, uploading of Exhibitor Profiles, Product Catalogues, contact details etc. and support them with helpdesk in case of additional queries.
- 7) There shall be free-flowing two-way communication between buyers and exhibitors at the Virtual Fair through Video Calls, Audio calls, Meeting Scheduler, Chat facilities and also webinars to bring about a more engaging interactive experience.
- 8) Live Video Streaming facility.
- 9) Polls, Q&A, Feedback Surveys etc.

10) Virtual fair platform should include the following but not limited to these administrative tools. Create multiple levels of access to administrative control panel, including reports-only access:

- a. General settings
- b. Registrations of attendees and exhibitors' along with their booth representatives.
- c. Access & entitlement
- d. Content libraries
- e. Tracking & matrix
- f. Preview to exhibitors
- g. Virtual builder for easy creation of booths with specifications
- h. Accounts for sponsors or partners
- i. Access to specific rooms
- j. Access to specific features and reports
- k. User Management

11) Security of data & application with Scalability

- The Proposal shall include secure, cloud-based platform ( In country Cloud is preferred) which shall allow to host online event of National Toy Fair 2021 for upto 1400 exhibitors & around 3 Crore attendees and buyers over 4 live days of the fair.
- Data in storage, data in use and data in transition and data analytics will always be within the geographical boundary of India.
- As the platform is for the national and international visitors, they shall access the platform online from wherever they are in the world - all they need is a device with access to the internet. The Platform need to provide the services independent of browsers and devices. The Platform shall be responsive to the screen of the device.
- The Service provider should plan & implement adequate security infrastructure to ensure that any incident of cyber-attack does not take place using security infrastructure like firewall, IPS/IDS, network rules & policies, antivirus & HIPS etc.
- Security Audit certificate from the Cert-In empanelled agency shall be provided at least a week before the event.
- The Service provider should plan & implement adequate security infrastructure with respect to online payments and gateways.
- The concern agency shall implement automated regular backup of all the data and associated database to ensure availability of data in case of any disaster.
- **The concern agency should plan for colocation of data for immediate backup to avoid downtime in case of emergencies**
- DR site shall be provided for business continuity and the DR exercise report shall be shared at least a week before the event.
- The electronic consent will be taken for use of data analytics and personalised service offering to users of the platform.
- After the event, backup of entire data created for the event i.e. pre-event and during the event will be handed over to the organiser.
- The service provider should have necessary security certifications e.g. ISO 27001 etc. for the virtual experience platform. The platform should adhere to General Data Protection Regulation (GDPR) for ensuring data privacy.



12) Experience of Buyers

- The virtual experience of platform of the fair should facilitate and allow visitors to link with the Ecommerce mode to save their items in wish cart & enable retail buying and not to lose any buyer at the fair.
- Enable visitors to store products of choice for future purchase.

13) The Virtual Experience Platform should be fully responsive and adaptive with eCommerce engine from where Visitors can order the Products after viewing the Rate list and get the product shipped to his/her address within 15 days.

14) Reports & Charts

- The Application shall have the functionality to measure the success of online exhibition fair with detailed reports. (Preferably live reports)
- Gauge the success of the virtual exhibition fair both during and after the event through detailed executive live reports that provide statistics like but not limited to following.
  - a. Number & List of visitors as per complete details & dates.
  - b. Number & details of chat room interactions
  - c. Number & details of transactions performed
  - d. Number of Registrations and their visits to the fair
  - e. Number of attendees at various seminars/roundtables/activities
  - f. Number of online gaming participants game and day wise

15) The Virtual Exhibition Fair application shall be administered by a dedicated Product Manager & a super responsive Customer Service team.

The selected agency shall ensure extending 24\*7 support and troubleshooting services to all the attendees across the geographies

16) Development & Management team of selected agency shall meet relevant official to discuss the needs & to integrate designing & functionalities of application. Agency shall organize review meeting from time to time and receive suggestions, comments from the organisers which should be incorporated by the agency. The agency shall be encouraged to make use of their organisational expertise and creativity to propose and implement relevant enhancements in the application.

**PART B – INTEGRATED ECOMMERCE ENGINE**

- Fully integrated with the Fair Website and Virtual Experience Platform using APIs with single-sign on (SSO) functionality.
- Multi-Pass: Multi pass login redirects Exhibitors from the Website and Virtual Experience Platform to the Ecommerce store and seamlessly logs them in with the same email address they used to sign up for the original website.
- APIs: The ecommerce engine APIs should be organised around REST and should have predictable, resource-oriented URLs, and uses message key HTTP response to indicate API success or errors. It should have built-in HTTP features, like HTTP authentication which are understood by off-the-shelf HTTP clients. It should support cross-origin resource sharing, allowing to interact securely with APIs from a client-side web application. JSON should be returned by all API responses.

- Seller Registration and seller central page: Sellers should register from the seller registration form provided at the storefront. The seller registration form should be editable and set up the seller verification.
- Multi-Seller: The ecommerce engine should have a multi-seller feature which helps in converting single store into a multi-seller marketplace. The module should allow to add multiple sellers at one single multi-seller e-commerce platform thus converting the store into a marketplace. It should help in selling a variety of products, keeps track of the sales from each seller, and offering multiple choices to the Buyers.

### **Key Additional Features**

- Sellers (Exhibitors) and Buyers Registrations and their Approval Flow
- To Link with fair website and virtual experience platform of the fair
- Seller Profile Page with Uploading of initial 20-100 Products.
- Setting up the Product Categories.
- Search functionality.
- Automatic splitting orders for different sellers (Exhibitors).
- Keep a check on the products sold by sellers (Exhibitors).
- Approve or Reject Sellers and their products from the admin panel.
- Invoice generation for Buyers and Sellers.
- Multi-lingual Platform with translation to regional languages
- Features to encourage participation of differently abled audience (accessibility and inclusion)
- Support for Email, SMS, Browser and Mobile Push Notifications
- FAQs on different topics
- Feedback section to capture inputs from attendees
- Maps to enable easy navigation on the platform
- Mobile App on Android and iOS
- Functionality where exhibitors can manage their orders and inventories.
- Payment gateway modes for transactions on orders.
- Seller based Reports
- Offers and Discount options.
- Linked Products: One product being sold by multiple sellers.
- The fair exhibitors' e-stores/profile pages could be hosted on completely different domains or subdomains and could be completely distinct when it comes to Products, sellers, themes, logo, and more.
- The agency shall refrain from using any graphics/ data that may result into copyright infringement. All the content hosted on the platform shall require prior approvals from the authorities.

### **Catalogue Management System (CMS)**

- Full featured catalogue with inventory management system
- Ability to bulk import-export of data in easy formats
- Ability to create roles with access to different sections of Product
- Ability to configure promotional offers.
- Ability to bundle products and services
- Support for multiple-seller based catalogues

### Order Management System (OMS)

- Integrated Payment methods to support all modes of payment
- Integrated logistics for smooth supply chain management
- Support for Returns (RMA) and Refunds
- Invoice management with GST support

### Payment Gateways

- The ecommerce engine should have integration with the leading payment modes including payment gateways.
- The Buyer should have the liberty to pay via debit card, credit card, net banking, bank deposit, and even prepaid wallets.
- All these payment gateways should be in sync with the security compliances.
- The platform should allow the sellers to directly receive their payments through payment gateway.

### Audit Trail and Disaster Recovery

- Documents should be archived in a fashion which makes their recovery possible.
- Database should be synced in real time to avoid data loses.
- History/ Audit trail could be viewed at all levels (entity level, record level and command level).
- The concern agency shall be responsible for any kind of data theft/hacking and non-functionality of part/whole website. Under any incidents as such happening, the agency should undertake corrective measures at the earliest and ensure minimal downtime of the website. In any circumstances, the downtime of the web site should not be more than 15 minutes.

### TIMELINES

The virtual fair and exhibition module and ecommerce should be ready within 4 weeks of issuance of work order & with all the above-mentioned functionalities; however, if required the final timeline of deployment of project can be extended with mutual consent & with proper justification.

### PAYMENT TERMS

S. N.	Stage	% of payment
1)	Advance after due diligence	10% of fixed cost towards Virtual Event Platform
2)	Readiness of Virtual Event Platform as per RFP	20% of fixed cost towards Virtual Event Platform
3)	Readiness of Ecommerce Platform as per RFP	20% of fixed cost towards E-Commerce Platform
4)	After Successful completion of the fair	Remaining Cost

## **SELECTION PROCEDURE**

EPCH's Evaluation Committee will evaluate the technical proposals. Technical evaluation will be based on profile and track record of agency, past experience of undertaking similar nature and scale of work. Technical Evaluation will carry a weightage of 70% marks. Financial evaluation will carry a weightage of 30% marks. The agency with highest marks in total after adding the scores from the technical and financial evaluation will be awarded to the agency which gets the highest aggregate marks.

## **PROCEDURE FOR SUBMISSION OF BIDS**

The agencies will be required to submit their bid and documents by **23rd December 2020, 3.00 PM** and should be addressed to below address in a sealed envelope mentioning: "**ENGAGEMENT OF AGENCY FOR PROVIDING A VIRTUAL EXPERIENCE PLATFORM WITH INTEGRATED ECOMMERCE ENGINE FOR NATIONAL TOY FAIR 2021 (VIRTUAL)**". This main envelop will contain two different sealed envelopes, clearly marked as "**Envelop 1 - Technical Bid**" and "**Envelop 2 - Financial Bid**".

**The Director,  
Export Promotion Council for Handicrafts  
EPCH House, Pocket 6 and 7, LSC,  
Sector – C, Vasant Kunj  
New Delhi - 110070**

**The proposal should consist of followings documents:**

1. Bid Document can be downloaded from the website of [www.epch.in](http://www.epch.in)
2. Copies of work orders evidencing that the agency has experience in similar nature of work.
3. The bid should come as two different sealed envelopes, clearly marked as "Envelop 1 - Technical Bid" and "Envelop 2 - Financial Bid" separately on the top of each envelope and both should be put in one bigger sealed envelope with naming "**ENGAGEMENT OF AGENCY FOR PROVIDING A VIRTUAL EXPERIENCE PLATFORM WITH INTEGRATED ECOMMERCE ENGINE FOR NATIONAL TOY FAIR 2021 (VIRTUAL)**".

**The Envelop 1** should contain duly filled format for submission of Technical Bid alongwith:

- a. Detailed Technical Proposal with signature of the bidder or his/her authorized signatory & stamp on each page
- b. Documentary evidence in support of Eligibility Criteria:- namely copy of the Audited Balance sheet, Profit & Loss Account of last 3 financial years.
- c. Certified Copies Work Orders / Appreciation Letters issued by the reputed organizations issued for undertaking similar nature and scale of work.
- d. Certified copies of License / Registration Certificate of the firm.
- e. Copy of PAN Card
- f. Copy of GST Registration
- g. Demand Draft for **Rs.1,00,000/-** towards EMD in favour of "**Export Promotion Council for Handicrafts**" payable at **New Delhi**.

**4. The Envelop 2** will contain Financial bid with duly filled format for submission of Financial Bid that will be open only if the agency qualifies in Technical bid.

**5.** The last date of receipt of quotation in sealed envelope on or before **23<sup>rd</sup> December 2020, 03:00 PM** addressed to **The Director, EPCH, New Delhi**. Alternatively, the sealed envelope may be sent through Registered post/Courier/by hand and should reach to us on or before the last date &

time. The Bidder will ensure that it is received in Fair Secretariat i.e. EPCH House, Pocket 6 and 7, LSC, Sector C, Vasant Kunj, New Delhi – 110070 before the due date & time. The offer received after the due date and time will not be entertained.

**13.** The EMDs of the unsuccessful bidders will be refunded by way of handing over the original demand draft/Banker's Cheque duly endorsed by the Competent Authority without any interest.

**14.** All the pages/documents of the Bid/quotation should bear the date and signature of the authorized signatory with the stamp of the Firm. All the entries should be in one ink & legibly written. Any over-writing corrections & cuttings should bear dated initials of the authorized signatory. Corrections should be made by writing again instead of sharing or over-writing.

**15.** Rates should be quoted in Indian Rupees(Rs) both in figures as well as in words. In case the rates quoted in words & figures are at variance, the rates written in words will be taken as final. Please ensure to specify the applicable GST and any other taxes/levies, if any.

**16.** Conditional quotations are liable to be rejected.

**17.** EPCH reserves the right to reject or accept any or all application(s) without assigning any reason(s).

**18.** Quoted rates should be free from any conditions regarding payments etc. or otherwise offers are liable to be rejected.

**19.** EPCH reserves the right to increase or decrease services in Tender documents.

**20.** The payments would be made as per payment terms subject to the submission of Bill/Invoice with all supporting documents and work verification. TDS will be deducted as per the provisions of Income Tax act, as amended from time to time.

**21.** The selected agency should not sublet the work in part or full to another agency.

**22.** There will be no escalation in the price during the entire contract period.

**23.** The contract shall be terminated in respect of the followings:-

a) If, the service of the agency is not found satisfactory or the agency changes the rate of contract during the contract period.

b) In case the agency fails to execute the job as per the terms and conditions of the agreement, the balance/total work will be executed through other agencies at the agency's risk and cost.

c) The decision of the EPCH will be final and binding on the agency and no request will be entertained in any manner.

**24.** The losses to the Fair which are directly attributable to the agency shall be deducted from the bills /adjusted from the performance guarantee.

**25.** The Performance guarantee of the successful agency will be released once the final payment has been settled after work verification.

**Important Note regarding Performance Guarantee: -**

The PERFORMANCE GUARANTEE of the successful tenderer will be retained till the performance bank guarantee / Bank FDR is furnished from a Govt./nationalized/Scheduled Bank for 25% value of tendered amount for the period beyond three-month of the last date of the contract. On receipt and acceptance of the bank performance guarantee, the amount will be released without any interest.

**26.** A Separate detailed agreement along with the Non-Disclosure agreement shall be signed with the selected agency.

**PENALTY CLAUSE:** After the finalization of the Work Order to the selected vendor up to 25% of the total project cost shall be levied as a penalty against any kind of delay/damage/back-out from the work by the "Selected Vendor".

**ARBITRATION CLAUSE:** Any and all claims, disputes, controversies or differences arising between the parties out of or in relation to or in connection with this agreement or with a breach thereof, which cannot be satisfactorily settled by correspondence or mutual conference between the parties hereto, shall be determined by arbitration in accordance with the then prevailing rules or arbitration under the Arbitration and Conciliation Act 1996. The venue of such arbitration shall be New Delhi and the language of arbitration shall be in English. Each party shall bear its own cost of arbitration. For any further disputes or claims regarding the contract, the jurisdiction shall be Hon'ble Delhi High Court.

**DISCLAIMER:**

This tender is being issued by the EPCH for inviting bids for the **“ENGAGEMENT OF AGENCY FOR PROVIDING A VIRTUAL EXPERIENCE PLATFORM WITH INTEGRATED ECOMMERCE ENGINE FOR NATIONAL TOY FAIR 2021 (VIRTUAL)”**. The words 'Tender', 'Quotation', Bid and RFP are used interchangeably to refer to this document. The purpose of this document is to provide the Bidder with information to assist in the formulation of their proposal. The information is not intended to be exhaustive. Interested parties are required to make their own inquiries. EPCH reserves the right not to proceed with the project, to alter the functionalities/specifications & timetable reflected in this document or to change the process or procedure to be applied. It also reserves the right to decline to discuss the project further with any party submitting a bid. No reimbursement of any cost will be paid to persons, entities submitting a Bid.

Format for submission of Technical Bid for “(ENGAGEMENT OF AGENCY FOR PROVIDING A VIRTUAL EXPERIENCE PLATFORM WITH INTEGRATED ECOMMERCE ENGINE FOR NATIONAL TOY FAIR 2021 (VIRTUAL))”

(To be submitted in separate Envelop 1 and name it as “Technical Bid”)

Company Profile	
Name of Company:	
Contact Person:	
Phone No:	
Email id:	
Address:	
EMD Details: Rs.DD/UTR No	
Bank Transfer Date:	

S.N.	Qualification Criteria	Documentary proof to be submitted
1	<p><b><u>Legal Entity</u></b></p> <p>Bidder should be a legal entity in India meeting following two conditions.</p> <ol style="list-style-type: none"> <li>1. A company/LLP incorporated in India under the relevant Companies Act, 1956 or 2013 and subsequent amendments thereto</li> <li>2. Registered with the GST Authorities in India with active status</li> </ol>	<p>Certified by Authorized Signatory:</p> <ol style="list-style-type: none"> <li>1. Copy of Certificate of Incorporation</li> <li>2. Copy of Registration Certificates with GST</li> </ol>
2	<p><b><u>Financial Strength</u></b></p> <p>The bidder shall either</p> <ol style="list-style-type: none"> <li>1. have a total turnover of INR 10 Crore in the last 3 financial years (FY) or</li> <li>2. have a turnover of Rs 1 crore in the first year of operation if business started last /current financial year</li> <li>3. Start-ups registered with Government of India are exempted from Turnover requirement</li> </ol>	<ol style="list-style-type: none"> <li>1. Audited Balance Sheet Or</li> <li>2. Certificate by Chartered Accountant Or</li> <li>3. Startup registration certificate issued by Government of India</li> </ol>
3	<p><b><u>Experience</u></b></p> <p>Bidder should have organised at least</p> <ul style="list-style-type: none"> <li>• 10 events, each having participation of at</li> </ul>	<ol style="list-style-type: none"> <li>1. Letter of acknowledgement from client or Self-certificate countersigned by</li> </ol>

	<p>least 10,000 users in past 1 year. or</p> <ul style="list-style-type: none"> <li>• 5 events, each having participation of 25,000 users in past 1 year</li> <li>• 2 events, each having participation of 50,000+ users in past 1 year</li> </ul>	<p>Chartered Account</p> <p><b>And</b></p> <p>2. At least two letter of acknowledgement from clients</p>
4	<p><b><u>Blacklisting</u></b></p> <p>Bidder shall not have been blacklisted or debarred from tendering for corrupt or fraudulent practices or non-delivery, non-performance by Govt. of India and/or any State Government and/or any Central/State PSU at the time of bid submission date.</p>	<p>Self-certificate and/or Letter of Undertaking to this effect on company's letter head signed by company's authorized signatory.</p>

<b>Additional Information</b>	
<b>Availability of High-definition Online Games at Virtual Event Hosting Platform</b>	Yes / No and Remarks on implementation if any
<b>Possibility of High-definition Online Games with Virtual Event Hosting Platform</b>	<p>Yes / No and</p> <p>Remarks on implementation if any</p> <ul style="list-style-type: none"> <li>• Name of Gaming Platform</li> <li>• Number of Games</li> <li>• Number of people getting engaged at a time</li> </ul>
<b>Availability of e-Commerce at Virtual Event Hosting Platform</b>	Yes / No and Remarks on implementation if any
<b>Possibility of integrating e-Commerce with Virtual Event Hosting Platform</b>	<p>Yes / No and Remarks on implementation if any</p> <ul style="list-style-type: none"> <li>• Product Categories</li> <li>• Products</li> <li>• Kart</li> <li>• Payment Modes</li> <li>• Comparison facility</li> <li>• Order</li> <li>• Return &amp; Customer Call Centre facility etc</li> </ul>



Format for submission of Financial Bid for “**ENGAGEMENT OF AGENCY FOR PROVIDING A VIRTUAL EXPERIENCE PLATFORM WITH INTEGRATED ECOMMERCE ENGINE FOR NATIONAL TOY FAIR 2021 (VIRTUAL)**”

(To be submitted in separate Envelop 2 and name it as “Financial Bid”)

<b>Particulars</b>	<b>Amount in Rs. (In both figure and words)</b>
<b>PART A</b>	
<b>Virtual event platform (pre-build and customised as per the RFP) as a service cost including Web App, Mobile App, Data Analytics, Digital Payment, Training and Support</b>	Fixed Cost =
10 lakh visitors	Variable Cost =
10 lakh – 40 lakh visitors	Variable Cost =
40 lakh – 60 lakh visitors	Variable Cost =
60 lakh – 80 lakh visitors	Variable Cost =
80 lakh – 1 Crore visitors	Variable Cost =
1 Crore – 2 Crore visitors	Variable Cost =
2 Crore – 3 Crore visitors	Variable Cost =
Concurrency in multiple of 50,000 users	Variable Cost =
50 Exhibitions @ capacity of 5000 people	Variable Cost =
100 Exhibitions @ capacity of 1000 people	Variable Cost =
500 Exhibitions @ capacity of 500 people	Variable Cost =
500 Exhibitions @ capacity of 250 people	Variable Cost =
100 Exhibitions @ capacity of 50 people	Variable Cost =
<b>Providing an integrated HD gaming Platform as per RFP documents</b>	Fixed Cost
Engagement with Game Platform in multiple of 1000 people	Variable Cost =

<b>Particulars</b>	<b>Amount in Rs.</b> <b>(In both figure and words)</b>
<b>PART B</b> Providing an integrated e-Commerce Platform including search, kart, order, digital payment, return, customer call centre facility etc and as per RFP documents	Fixed Cost
Taxes & Levies	

Name and Signature with Stamp \_\_\_\_\_

Name of Company \_\_\_\_\_

Date & Place: \_\_\_\_\_